

Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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R 261323Z JUL 74

FM AMEMBASSY BUDAPEST

TO USDOC WASHDC

INFO SECSTATE WASHDC 1686

AMEMBASSY VIENNA

UNCLAS BUDAPEST 1992

E.O. 11652: N/A

TAGS: BEXP, HU

SUBJ: 1975 BUDAPEST SPRING FAIR

REF: A. BUDAPEST 246

B. USDOC 10364

USDA FOR FAS; VIENNA FOR EWTC

1. EMBASSY WELCOMES USDOC'S DECISION TO PARTICIPATE IN 1975 BUDAPEST SPRING FAIR. BUDAPEST 1975'S SPRING FAIR WILL BE HELD MAY 21-29. PRODUCT GROUPS WILL BE SAME 9 CATEGORIES FEATURED AT 1974 FAIR. THESE GROUPS ARE (1) PRECISION ENGINEERING, TELECOMMUNICATIONS; (2) OFFICE MACHINES AND COMPUTATION TECHNIQUES; (3) POWER GENERATION, ELECTRICAL MACHINERY; (4) METAL-WORKING, METALLURGY; (5) BUILDING INDUSTRY, AIR-CONDITIONING; (6) FOOD INDUSTRIAL, WOOD-WORKING AND AGRICULTURAL MACHINERY; (7) TRANSPORT, MATERIAL HANDLING; (8) LIGHT INDUSTRIAL RAW MATERIALS AND MACHINERY; (9) CHEMICAL INDUSTRY, MINING. WHILE PRINTED MATERIAL REGARDING 1975 SPRING FAIR NOT YET AVAILABLE, HUNGEXPO INFORMS US THAT CHARGES FOR FLOOR SPACE WILL BE BASICALLY THE SAME AS LAST YEAR, SERVICE CHARGES WILL BE "SOMEWHAT HIGHER" THAN IN 1974. MORE DETAILED INFORMATION CONCERNING PRODUCT GROUPS AND COSTS OF FLOOR SPACE BEING POUCHED.

2. ADVANCED BUSINESS EQUIPMENT WOULD CLEARLY FALL IN UNCLASSIFIED

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OFFICE MACHINES AND COMPUTATION TECHNIQUES CATEGORY.

EMBASSY CONCURS WITH IDEA OF ADVANCED BUSINESS EQUIPMENT EXHIBITION AND BELIEVES THAT THERE IS HIGH MARKET POTENTIAL FOR SUCH EQUIPMENT IN HUNGARY. AS EVIDENCE OF THIS WE CITE ENTHUSIASTIC HUNGARIAN RESPONSE TO ADVANCED BUSINESS SYSTEMS TRADE MISSION SEMINAR WHICH WAS HELD IN BUDAPEST THIS FEBRUARY.

3. OTHER SHOWS WHICH HUNGEXPO IS PLANNING FOR NEXT YEAR INCLUDE AN EXHIBITION OF AUTO SERVICE EQUIPMENT IN MARCH, A PLASTICS SHOW "HUNGAROPLAST" IN APRIL, AND A LARGE AGRICULTURAL EXHIBIT TO BE HELD FROM AUG 29 TO SEPT 14, 1975. THIS LAST EXHIBIT WHICH IS HELD ONLY ONCE EVERY FIVE YEARS WILL BE ONE OF LARGEST OF ITS KIND IN EASTERN EUROPE AND WILL FEATURE AGRICULTURAL MACHINES, BREEDING ANIMALS, PROCESSED FOOD AND FOOD PROCESSING MACHINERY. IN VIEW OF HIGH INTEREST BY HUNGARIANS IN AMERICAN FARM EQUIPMENT AND CONTINUED NEED TO INCREASE MECHANIZATION OF HUNGARIAN AGRICULTURE, STRONGLY RECOMMEND THAT OFFICIAL US PARTICIPATION AT THIS FAIR BE SERIOUSLY CONSIDERED. PRINTED MATERIAL RE AGRICULTURAL EXHIBIT WILL BE PREPARED BY HUNGEXPO IN AUGUST AND WILL BE FORWARDED AT THAT TIME.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 JUL 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BUDAPE01992
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740203-0671
From: BUDAPEST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740715/aaaaamvq.tel
Line Count: 84
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A. BUDAPEST 246
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 24 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <24 JUN 2002 by thomasv0>; APPROVED <25 JUN 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: 1975 BUDAPEST SPRING FAIR
TAGS: BEXP, HU
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005